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TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

U.S. Travel Data Center

December, 1981 Volume 10, Number 12

TRAVEL INDUSTRY LEADS IN 12 STATES

The travel and tourism industry in 12 tates provided more jobs than any other ndustry, according to a study released oday by the U.S. Travel Data Center.

In its third annual set of estimates of ravel spending and its impact on state conomies, the Data Center found the travel ndustry was the most important source of obs in Nevada, Vermont, Hawaii and Wyoming, here more than ten percent of all payroll mployment was attributable to travel and ourism.

Travel and tourism was also the number ne employer in Alaska, Arizona, Colorado, lorida, Maine, New Hampshire, New Mexico, nd Utah.

The report, entitled The Impact of ravel on State Economies, 1979, indicates hat U.S. travelers spent $19.1 billion in alifornia during 1979, more than any other tate. The least amount was spent in Rhode sland: less than $330 million.

The report includes tables showing raveler spending in each state for public ransportation, automobile transportation, ood, lodging, entertainment and recreation, nd incidental purchases. Also shown are tate-by-state estimates of business receipts, employment, payroll income, and federal, state, and local tax revenue generated by this spending by travelers away from home.

Copies of the 60-page report, The Impact of Travel on State Economies, 1979, are available from the U.S. Travel Data Center, 1899 L Street, N.W., Washington, DC 20036, for $30.00 each prepaid. # #

LODGING, AIR FARE AND GASOLINE COSTS DECLINE IN OCTOBER

The cost of travel in the U.S., as easured by the U.S. Travel Data Center's ravel Price Index (TPI) registered no onthly change in October following a 0.3 ercent increase in September.

For comparison, the Consumer Price ndex rose 0.2 percent on a seasonally nadjusted basis in October, down sharply (Continued on page 2 column 1)

1981: LACKLUSTER YEAR FOR THE TRAVEL INDUSTRY

Nineteen eighty-one is winding up to be a mediocre year for the travel industry. According to a report presented at the 1982 Travel Outlook Forum on December 10, the year turned out generally to be better than 1980, but worse than 1979.

Dr. Douglas C. Frechtling, Director of the U.S. Travel Data Center, noted that industry receipts rose somewhat more than 11 percent in 1981, virtually all attributable to inflation. Removing the impact of price increases, travel industry receipts rose a scant one percent for the year.

"An uninspiring economy, three years of double-digit inflation, and irritations like the air traffic controllers' strike dampened travel industry growth in 1981," Dr. Frechtling told the forum. "The travel industry needs the growth economy with moderate inflation that characterized 1978, the last banner year for U.S. travel and tourism."

The "1981 Travel Industry Year End Report" will be printed in the proceedings of the 1982 Travel Outlook Forum, available in early January, 1982. To obtain a copy, send $55.00 (prepaid only) to the U.S. Travel Data Center, 1899 L Street, N.W., Washington, DC 20036. # #

LODGING, AIR FARE AND GASOLINE COSTS DECLINE IN OCTOBER (CONTINUED)

from the 1.0 percent increase registered in September.

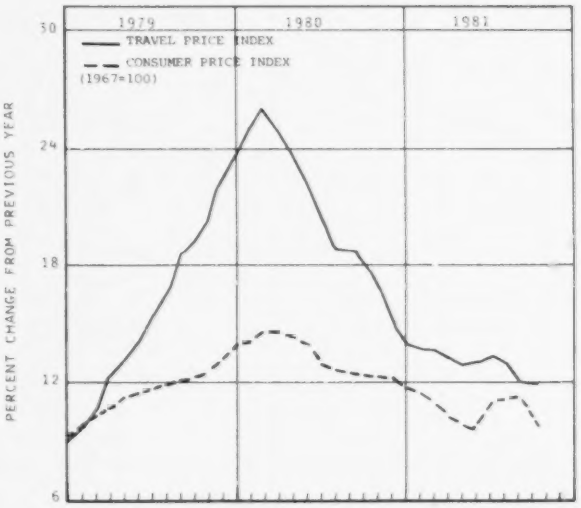
The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans while traveling away from home in this country, stood at 327.0 in October (1967=100).

Intercity railroad fares posted the largest increase for the month with a 3.3 percent rise, followed by intercity bus fares, up 2.8 percent from September.

Three TPI components actually declined in the month of October. The cost of lodging while out of town showed the biggest decrease, 0.6 percent, followed by gasoline prices with a 0.3 percent decline. Airline fares fell 0.1 percent, the first decrease in this component since December 1978.

The TPI increased 11.9 percent since October 1980, while the CPI rose 10.2 percent during the same period. Intercity rail fares led all other TPI components with a 23.2 percent increase for the year. Airline fares and intercity bus fares increased 18.1 percent and 17.6 percent, respectively. The cost of incidental purchases showed the smallest increase for the year with only a 5.7 percent increase.

The TPI is based upon U.S. Department of Labor consumer price data and is published monthly by the U.S. Travel Data Center. # #



TRAVEL AND CONSUMER PRICE INFLATION DECLINE

Monthly and Annual Rates of Change in the Travel Price Index and Components, October, 1981

TPI COMPONENT	Monthly Percent Change September, 1981 to October, 1981	Annual Percent Change October, 1980 to October, 1981
Transportation	-0.1	14.1
Airline Fares	-0.1	18.1
Intercity Bus Fares	2.8	17.6
Intercity Train Fares	3.3	23.2
Taxicab Fares	0.2	8.0
Gasoline	-0.3	10.6
Lodging	-0.6	13.4
Food Away From Home	0.5	8.5
Entertainment Services	1.0	6.7
Incidentals	0.4	5.7
TRAVEL PRICE INDEX	0.0	11.9
CONSUMER PRICE INDEX	0.2	10.2

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the U.S. Travel Data Center, the national non-profit center for travel and tourism research, 1899 L Street, N.W., Washington, D.C. 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director. Ida Simmons, Editor. TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for $35 per year, U.S., Canada, and Mexico; other foreign countries, $40 per year, payable in U.S. funds only.

Application to mail at 2nd Class postage rates pending at Washington, D.C. Postmaster: Send address changes to U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036.

TRAVEL DECLINES MODERATELY IN SEPTEMBER

Travel in September dropped moderately from year-earlier levels, according to the U.S. Travel Data Center's National Travel Survey conducted in early October. This represents the first decline in travel since the beginning of 1981.

U.S. travelers took 11 percent fewer person-trips in September than during the same month of last year. (A person-trip is recorded each time a person goes on a trip 100 miles or more away from home.)

Air and business travel posted much larger declines, while vacation travel volume was virtually unchanged from last September.

Continuing a trend established earlier in 1981, September trips were substantially shorter than last year at this time, as travelers reduced their trip distances from an average of 920 round-trip miles in September 1980 to 720 miles this year. The average duration of these trips, however, increased slightly.

Even while reducing the number of their trips, Americans continue to plan more vacation trips than last year. Thirty-six percent of U.S. adults surveyed said they plan to take a vacation trip in the succeeding six months, up 5 percent from October, 1980. A shift toward greater use of personal motor vehicles .

The new vacation travel intentions questions recently added to the National Travel Survey further reveal that respondents plan to be away from home an average of 7.7 nights. One-third of these travelers intend to travel more than 1,000 round-trip miles and 31 percent plan to visit a destination in The South.

The Data Center's National Travel Survey comprises telephone interviews with more than 1,000 U.S. adults each month, projectable to the national population. The complete monthly results are available by subscription only; selected data are published quarterly by the Data Center. # #

BRIEFS

The 1982 Outlook for Travel and Tourism: Proceedings of the 1982 Travel Outlook Forum, complete with tables and charts, will be available in January 1982. To order, send $55.00 (prepaid only) per copy to the U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036.

# #

Last month, the figure for bus passenger traffic was not available at presstime. The number of intercity bus passenger miles in August was 3.0 billion.

# #

VISITOR VOLUME AT NATIONAL PARKS

Region	September, 1981 visits1 (thousands)	Change from August, 1981 (percent)	Change from September, 1981 (percent)	1981/80 Year to date change (percent)
New England	1,560.6	-34.4%	16.9%	4.0%
Eastern Gateway	1,105.3	-53.3	-18.8	-23.4
G. Washington Country	9,184.7	-14.0	18.5	17.7
The South	7,880.1	-17.8	7.2	2.8
Great Lakes Country	563.8	-45.4	28.2	1.1
Mountain West	2,946.5	-43.2	17.6	12.9
Frontier West	1,804.1	-32.7	4.1	8.5
Far West	5,199.4	-45.4	12.6	10.2
The Islands	278.9	-28.1	32.7	10.1
TOTAL	30,523.4	-28.7%	10.9%	7.3%

Preliminary; adjusted for differences in reporting units. Source: National Park Service.

States comprising the Travel Industry Association of America (TIA) travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS

	September, 1981	% change from August, 1981	% change from September, 1980	Year-to-date % change 1981/1980
Establishment receipts or retail sales[1]				
Amusement and recreation services	$2,650 million	2.1	8.4	12.4
Car rental/leasing without drivers	427 million	-3.8	7.8	7.0
Eating and drinking	8,020 million	2.9	10.2	10.7
Hotels, motels and other lodging places	2,408 million	5.4	16.3	10.7
Gasoline service stations	8,649 million	2.0	8.2	10.7
Commercial lodging demand				
Hotel/motel occupancy rate[2]	67.7 percent	-8.0	-0.7	-2.4
Real demand for commercial lodging[3]	$703.0 million	-12.5	3.4	1.5
Airline passenger traffic				
Domestic revenue passenger-miles	12.8 billion	-19.4	-3.2	-8.0
International revenue passenger-miles	4.5 billion	-21.4	-0.9	-3.4
Bus passenger traffic[5]				
Intercity bus passenger-miles	2.25 billion	-24.7	0.0	-2.2
Highway traffic volume[6]				
Main rural road vehicle-miles	46.2 billion	-12.3	5.8	4.0
Rail passenter traffic[7]				
Amtrak passenger-miles	N/A	N/A	N/A	N/A
Travel Price Index[8]	327.0	.3	12.1	13.5
U.S. resident travel[9]				
Total person-trips	94.5 million	-32.0	-10.9	14.6
Vacation person-trips	60.7 million	-41.0	0.0	18.2
Public use of National Parks[10]				
Visits	30,523,700	-23.6	9.7	9.3
Overnight stays	2,191,200	-34.6	26.8	6.1
Foreign arrivals in U.S.[11]				
From overseas	N/A	N/A	N/A	N/A
From Canada	877,008	-43.8	-4.5	-4.0
U.S. citizen departures[11]				
To overseas	N/A	N/A	N/A	N/A
To Canada	1,180,511	-49.7	13.6	3.5
Domestic demand for motor gasoline[13]				
Barrels per day	6,519 thousand	-5.7	0.1	-0.9

[1]Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]All carriers regular route and charter service. Source: American Bus Association. [6]Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Service and Nettelton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

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TRAVEL PRINTOUT

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U.S. Travel Data Center

January, 1982 Volume 11, Number 1

NATIONAL TRAVEL SURVEY

THIRD QUARTER TRAVEL POSTS SLIGHT GAIN

After six months of substantial growth in 1981, travel by Americans increased only slightly during the third quarter, according to the 1981 National Travel Survey Third Quarter Report just released by the U.S. Travel Data Center.

Overall, person-trips were up less than one percent over the third quarter of 1980. (A person-trip is recorded each time any one person goes on a trip 100 miles or more away from home.)

According to the National Travel Survey, a monthly telephone survey of over 1,000 American adults, travel to visit friends and relatives increased the most. The volume of business and convention travel, however, declined moderately.

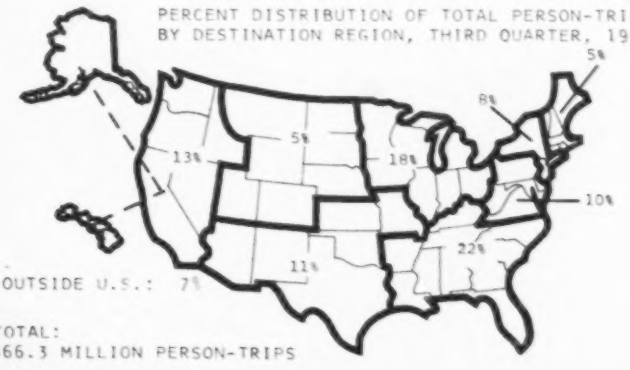
Americans continued to take trips which were shorter in duration and to destinations closer to home when compared with the same 1980 period. The average third quarter 1981 trip covered 820 round-trip miles and lasted 4.9 nights away from home.

Trips taken by automobile, truck or recreational vehicle posted a small increase, while air trips were off 19 percent, not surprising in the wake of the air traffic controllers' strike in the first week of August.

The South was the number one destination region among travelers this quarter, while New England and the Mountain West received the fewest visitors. Travel outside the U.S. was unchanged from last year.

The 1981 National Travel Survey Third Quarter Report, including over 130 pages of tables, analysis, and comparisons with 1980, is being sent free to Data Center members and is available for $50.00 from the U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036. # #

PERCENT DISTRIBUTION OF TOTAL PERSON-TRIPS BY DESTINATION REGION, THIRD QUARTER, 1981



OUTSIDE U.S.: 7%

TOTAL:
366.3 MILLION PERSON-TRIPS

1981-82 BIG PICTURE RELEASED

The 26th edition of The Big Picture, by Somerset R. Waters, has just been released. The 140-page report provides charts, tables and narrative on worldwide tourism developments in 1980 and early 1981, with several projections to 1990. Trends in the U.S., Canada, and other regions of the world are highlighted, along with sectors of the travel industry, including travel agents, hotels, foodservice and transportation.

Among the findings are that international arrivals are growing considerably faster than the world economy, and that German residents spend more for international travel than those of any other country. Information developed by the Data Center is widely quoted in the report.

Copies of this unique study of recent travel and tourism trends throughout the world is available for $38.00 plus $4.00 mailing charge ($6.00 internationally) from ASTA Travel News, 488 Madison Avenue, New York, NY 10022. # #

TRAVEL PRICES POST FIRST DECLINE IN SEVEN YEARS

Falling gasoline and lodging prices caused the first decline in the cost of travel since October 1974.

As measured by the U.S. Travel Data Center's Travel Price Index, the cost of travel dropped 0.2 percent in November.

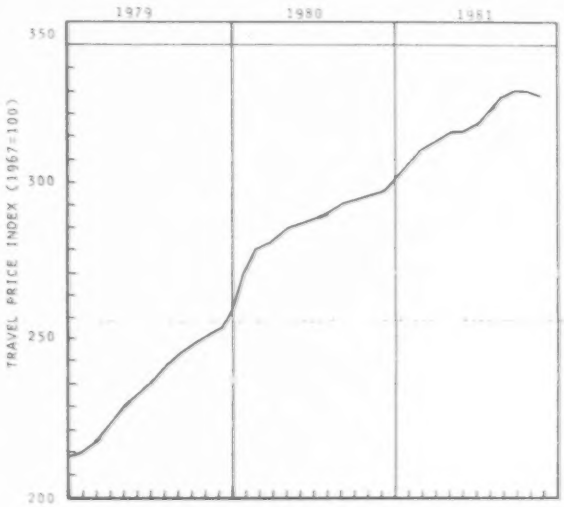
For comparison, the Consumer Price Index rose 0.3 percent on a seasonally unadjusted basis in November, up slightly from the 0.2 percent increase registered in October.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans while traveling away from home in this country, stood at 326.4 in November (1967=100).

The cost of lodging while out of town declined 1.7 percent for the month, and the cost of gasoline fell 0.1 percent in November, declining for the eighth consecutive month.

Intercity railroad fares rose 1.3 percent, the largest increase among TPI components. Taxicab and airline fares each rose 0.7 percent, following rail fares.

The TPI has increased 11.1 percent since November 1980, while the CPI rose 9.6 percent during the same period. Intercity rail fares increased 24.9 percent to lead all TPI components. Intercity bus fares posted the next largest increase, 17.6 percent, followed by airline fares which increased 16.4 percent. # #



TRAVEL PRICES DROP IN NOVEMBER

Monthly and Annual Rates of Change in the Travel Price Index and Components, November, 1981

TPI COMPONENT	Monthly Percent Change October, 1981 to November, 1981	Annual Percent Change November, 1980 to November, 1981
Transportation	0.3	13.4
Airline Fares	0.7	16.4
Intercity Bus Fares	0.2	17.6
Intercity Train Fares	1.3	24.9
Taxicab Fares	0.7	8.2
Gasoline	-0.1	10.5
Lodging	-1.7	12.1
Food Away From Home	0.3	8.0
Entertainment Services	0.6	7.4
Incidentals	0.3	5.6
TRAVEL PRICE INDEX	-0.2	11.1
CONSUMER PRICE INDEX	0.3	9.6

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

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STATE TRAVEL ADVERTISING BUDGETS INCREASE 28 PERCENT

Official tourism development offices in all the states and U.S. territories plan to spend $40 million for travel advertising in 1981-82, according to a survey released today.

The survey, conducted by the U.S. Travel Data Center, indicates this is a 28 percent increase over the prior year's figure. The average state will devote more than $825,000 to advertising, nearly one-third of the average total travel promotion and development budget.

States and territories plan to spend a total of $136 million on travel and tourism development programs in 1981-82, thirteen percent more than the previous year. For the first time, the average state travel development budget tops $2.5 million.

Not all are sharing in travel development budget growth. Fourteen states or territories will spend less than during the previous fiscal year, while 36 will spend more.

Alaska leads all states and territories with a travel development budget of $11.4 million. Six other states and territories will spend more than $5 million during 1981-82. Of all the states, the state of Washington will spend the least on travel development: $325,000. American Samoa will spend less than any of the state or territorial development agencies: $240,500 in 1981-82.

The Survey of State Travel Offices, 1981-82 is the ninth annual report on the budgets, advertising, and programs of each state and U.S. territorial tourism development agency. The 100-page report is available for $30.00 prepaid from the U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036. It is being sent free to Data Center members. # #

INTERNATIONAL HOTEL REPORT RELEASED

Occupancy rates declined worldwide in 1980, while room rates rose more than 16 percent. Energy costs to hotels soared 26 percent for the year, and rooms revenue accounted for less than one-half total hotel revenue, according to a report issued by Pannell Kerr Forster.

The 1981 issue of Trends in the Hotel Industry International Edition is based on operating data supplied by 400 hotels in foreign countries and 800 hotels in the U.S. Data on 1980 revenue and expenses by operating categories are shown for each of 10 regions of the world, as well as early trends in 1981.

The 96-page report is available for $50 postpaid from Ms. Ann Picker, Pannell Kerr Forster, 420 Lexington Avenue, New York, NY 10170. # #

VISITOR VOLUME AT NATIONAL PARKS

Region	October, 1981 visits[1] (thousands)	Change from September, 1981 (percent)	Change from October, 1980 (percent)	1981/80 Year to date change (percent)
New England	1,041.5	-33.3%	-3.9%	3.2%
Eastern Gateway	399.5	2.0	-2.7	-22.7
G. Washington Country	8,887.3	-2.4	11.9	17.1
The South	7,920.5	13.5	4.1	2.9
Great Lakes Country	363.7	-31.9	18.0	1.9
Mountain West	1,390.9	-54.9	2.6	12.2
Frontier West	1,549.5	-14.0	7.2	8.4
Far West	3,456.6	-35.1	-10.2	7.8
The Islands	475.9	9.8	21.0	11.2
TOTAL	25,485.4	-12.6	3.3	6.9%

[1] Preliminary; adjusted for differences in reporting units. Source: National Park Service.

States comprising the Travel Industry Association of America (TIA) travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS

	October, 1981	% change from September, 1981	% change from October, 1980	Year-to-date % change 1981/1980
Establishment receipts or retail sales[1]				
Amusement and recreation services	$2,665 million	-1.4	11.9	12.6
Car rental/leasing without drivers	447 million	4.9	9.3	7.2
Eating and drinking places	8,154 million	0.9	10.6	10.8
Hotels, motels and other lodging places	2,563 million	4.9	17.2	12.2
Gasoline service stations	8,593 million	-1.0	6.2	10.3
Commercial lodging demand				
Hotel/motel occupancy rate[2]	73.7 percent	8.9	-4.3	-3.8
Real demand for commercial lodging[3]	$744.9 million	4.5	2.1	1.7
Airline passenger traffic[4]				
Domestic revenue passenger-miles	13.5 billion	5.7	-5.3	-7.8
International revenue passenger-miles	4.0 billion	-11.8	-2.9	-3.3
Bus passenger traffic[5]				
Intercity bus passenger-miles	2.35 billion	4.4	-4.9	-2.4
Highway traffic volume[6]				
Main rural road vehicle-miles	45.9 billion	-0.8	2.0	3.8
Rail passenger traffic[7]				
Amtrak passenger-miles	N/A	N/A	N/A	N/A
Travel Price Index[8]	327.0	0.0	11.9	13.3
U.S. resident travel[9]				
Total person-trips	107.1 million	13.3	29.8	16.1
Vacation person-trips	63.4 million	4.4	21.7	18.6
Public use of National Parks[10]				
Visits	25,485,500	-16.5	1.1	9.3
Overnight stays	982,300	-55.2	-7.3	3.8
Foreign arrivals in U.S.[11]				
From overseas	828,939	-10.7	4.0	4.1
From Canada	777,248	-11.4	-6.4	-4.2
U.S. citizen departures[11]				
To overseas	626,070	-15.4	-3.0	-3.5
To Canada	709,476	-39.9	-3.3	3.0
Domestic demand for motor gasoline[13]				
Barrels per day	6,600 thousand	-1.3	-0.3	-0.6

[1]Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]All carriers regular route and charter service. Source: American Bus Association. [6]Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Service and Nettelton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

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TRAVEL PRINTOUT

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U.S. Travel Data Center

February, 1982 Volume 11, Number 2

MODEST UPTURN FORECAST FOR 1982 TOURISM

Tempering optimism with caution, travel industry forecasters expect tourism to get off to a slow start in 1982 and pick up steam late in the year.

Economic expansion will provide the boost in the second half, as travel price inflation continues to decline, according to the 1982 OUTLOOK FOR TRAVEL AND TOURISM, released today by the U.S. Travel Data Center.

Containing presentations from the 1982 Travel Outlook Forum held in December, the report provides rationale for predictions of growth in lodging, foodservice, and recreation activities.

Air transportation will grow after declining for two years, and vacation travel by automobile is expected to rise 10 percent in 1982. The outlook is not so rosy for auto rentals, intercity bus and rail travel, however.

Foreign visitors will continue to be a bright spot for U.S. travel marketers, as visitation from other countries is expected to rise five percent, with a 17 percent increase in expenditures.

The 1982 OUTLOOK FOR TRAVEL AND TOURISM also covers new approaches to travel marketing in a changing economic environment, expected developments in travel agency and tour trade, and the projected path for the U.S. economy in 1982. The 1982 OUTLOOK FOR TRAVEL AND TOURISM, over 200 pages of charts and text, is available for $55.00 prepaid from the U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036. # #

CENSUS BUREAU CANCELS 1982 SURVEY

The U.S. Census Bureau has canceled its planned 1982 National Travel Survey due to budget cuts. The decision came in the first week of January when the U.S. Department of Transportation informed Census it was withdrawing its share of funding for the survey, set at one million dollars of out of a total $2.4 million.

The planned 1982 National Travel Survey was reduced severely from the 1977 edition due to insufficient funding. Despite these cuts, however, the Census Bureau felt that its funds alone could not produce a survey large enough to be useful to industry or government after the Department of Transportation withdrew.

To help fill the gap in travel research caused by the survey's cancallation, the Data Center is expanding its own National Travel Survey in 1982. More than 1,400 U.S. adults will be contacted each month, and special reports are planned on major travel marketing issues. For further information, contact Suzanne Cook at the Data Center. # #

TRAVEL PRICES BARELY RISE IN DECEMBER

The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI) rose 0.1 percent in December, up from the 0.2 percent decrease registered in November.

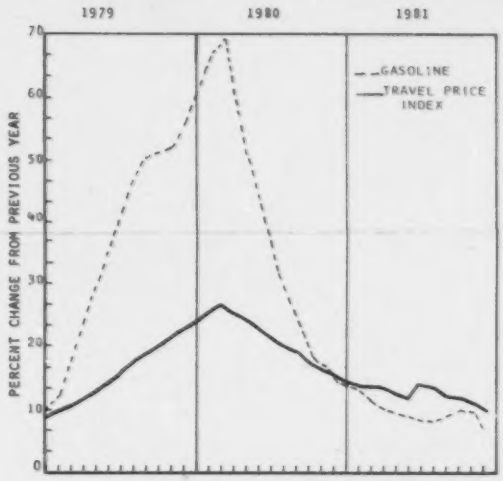
For comparison, the Consumer Price Index increased 0.3 percent on a seasonally unadjusted basis in December.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans while traveling away from home in this country, stood at 326.8 in December (1967=100).

Taxicab fares posted the largest increase for the month with a 1.2 percent rise, followed by intercity bus fares, up 0.8 percent from November.

Gasoline costs declined 0.3 percent, the ninth consecutive month gasoline prices have fallen. The cost of incidental purchases fell 0.1 percent for the month, while intercity rail fares showed no change.

The TPI has increased 10.6 percent since December 1980, while the CPI is up 8.9 percent during the same period. Intercity rail fares led other TPI components with an 18.2 percent increase for the year, followed by intercity bus fares with a 17.8 percent increase. Airline fares and gasoline prices increased 14.4 percent and 9.4 percent, respectively. # #



TRAVEL PRICE INDEX REFLECTS MODERATION OF GASOLINE PRICES

Monthly and Annual Rates of Change in the Travel Price Index and Components, December, 1981

TPI Component	Monthly Percent Change November, 1981 to December, 1981	Annual Percent Change December, 1980 to December, 1981
Transportation	-0.1	12.0
Airline Fares	0.1	14.2
Intercity Bus Fares	0.8	17.8
Intercity Train Fares	0.0	18.2
Taxicab Fares	1.2	9.3
Gasoline	-0.3	9.4
Lodging	0.4	13.2
Food Away From Home	0.2	7.2
Entertainment Services	0.3	7.3
Incidentals	-0.1	5.5
TRAVEL PRICE INDEX	0.1	10.6
CONSUMER PRICE INDEX	0.3	8.9

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the U.S. Travel Data Center, the national non-profit center for travel and tourism research, 1899 L Street, N.W., Washington, D.C. 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director. Ida Simmons, Editor. TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for $35 per year, U.S., Canada, and Mexico; other foreign countries, $40 per year, payable in U.S. funds only.

Application to mail at 2nd Class postage rates pending at Washington, D.C. Postmaster: Send address changes to U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036.

NOVEMBER TRAVEL VOLUME POSTS GAINS

Travel in November grew markedly from year-earlier levels, according to the U.S. Travel Data Center's National Travel Survey conducted in early December. This represents a continuation of the rebound noted in October, following the softening of travel markets in late summer and early fall.

Vacation travel intentions remain strong. Forty percent of those interviewed plan to take a vacation trip within the next six months, up from 36 percent in November 1980. More vacation travel by air was also indicated.

Respondents to the National Travel Survey plan to be away from home an average of 9.2 nights on vacation trips during the next six months. Forty-two percent intend to travel more than 1,000 miles one way, and 27 percent plan to visit a destination in The South.

Areas of weakness this month include business/convention and weekend travel, both down from November 1980.

The Data Center's National Travel Survey is based on telephone interviews with more than 1,000 adults each month. Starting in February 1982, the sample will increase to 1,400 adults each month. The complete monthly results are available by subscription only; selected data are published quarterly by the Data Center. # #

BRIEFS

Current Travel Indicators Update: For several months, figures for Amtrak passenger-miles have been unavailable. The number of Amtrak passenger-miles in August was 535.7 million and 354.5 million for September. Figures for the overseas arrivals and departures were unavailable at the time the December issue went to press. The number of U.S. citizen departures to overseas destinations in September was 740,388, while the number of foreign arrivals in the U.S. in September was 928,315.

# #

On March 15, Travel Printout subscriptions will become $40.00 per year U.S., Canada, and Mexico; other foreign countries, $50.00 per year payable in U.S. funds only.

# #

The 1983 Travel Outlook Forum will be held on December 9, 1982, at the Capital Hilton in Washington, D.C. Contact: Manager of Communications, Travel Data Center 202/293-1040. # #

VISITOR VOLUME AT NATIONAL PARKS

Region	November, 1981 visits[1] (thousands)	Change from October, 1981 (percent)	Change from November, 1980 (percent)	1981/80 Year-to date (percent)
New England	543.8	-47.8%	-12.4%	2.5%
Eastern Gateway	234.8	-41.2	-6.6	-22.4
G. Washington County	6,423.9	-25.3	10.2	16.7
The South	5,801.1	-36.6	-5.9	2.2
Great Lakes County	147.8	-61.9	7.6	2.0
Mountain West	645.9	-53.6	9.7	12.1
Frontier West	1,140.4	-26.3	-2.6	7.7
Far West	1,368.0	-25.0	1.9	7.6
The Islands	459.7	-3.4	4.4	10.5
TOTAL	16,765.4	-32.2%	-0.1%	6.5%

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service

States comprising the Travel Industry Association of America (TIA) travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS	November, 1981	% Change from October, 1981	% Change from November, 1980	Year-to-date % Change 1981/1980
Establishment receipts or retail sales[1]				
Amusement and recreation services	$2,799 million	4.6	14.0	12.7
Car rental/leasing without drivers	441 million	-8.3	8.4	7.3
Eating and drinking places	8,065 million	-0.1	8.8	10.5
Hotels, motels and other lodging places	2,439 million	-4.1	13.1	12.2
Gasoline service stations	8,664 million	1.3	6.6	9.9
Commercial lodging demand				
Hotel/motel occupancy rate[2]	61.4%	-16.7	-4.4	-2.6
Real demand for commercial lodging[3]	625.9 million	-15.4	0.4	1.6
Airline passenger traffic[4]				
Domestic revenue passenger-miles	12.4 billion	-8.4	-3.0	-7.4
International revenue passenger-miles	3.5	-11.7	0.4	-3.1
Bus passenger traffic[5]				
Intercity bus passenger-miles	N/A	N/A	N/A	N/A
Highway traffic volume[6]				
Main rural road vehicle-miles	42.7 billion	-6.7	2.3	3.6
Rail passenger traffic[7]				
Amtrak passenger-miles	N/A	N/A	N/A	N/A
Travel Price Index[8]	326.4	-0.2	11.1	13.1
U.S. resident travel[9]				
Total person-trips	108.0 million	0.8	18.2	16.3
Vacation person-trips	68.2 million	7.6	38.9	20.3
Public use of National Parks[10]				
Visits	16,765,700	-34.2	-7.6	8.6
Overnight stays	541,900	-44.8	-9.1	2.6
Foreign arrivals in U.S.[11]				
From overseas	674,945	-18.6	-3.1	3.6
From Canada	422,165	-19.9	-5.1	-4.3
U.S. citizen departures[12]				
To overseas	508,693	-18.7	-1.4	-3.3
To Canada	422,165	-40.5	-5.1	2.4
Domestic demand for motor gasoline[13]				
Barrels per day	6,634 thousand	1.6	6.4	0.2

[1]Preliminary; adjusted for seasonal variation, and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]All carriers regular route and charter service. Source: American Bus Association. [6]Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Service and Nettelton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

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U.S. Travel Data Center

March, 1982 Volume 11, Number 3

CENSUS BUREAU CANCELS MONTHLY SERVICE INDUSTRY REPORT

RESEARCH DIRECTOR DEPLORES LOSS OF FEDERAL TRAVEL DATA

The U.S. Bureau of the Census has announced it is canceling its MONTHLY SELECTED SERVICES RECEIPTS REPORT, a program valuable to understanding travel and tourism in America.

Since 1972, this report has provided current data on the business receipts of hotels, motels, tourist courts, camps and trailering parks. The monthly issues also provide the only current sales estimates for amusement and recreation services, and auto rental and leasing without drivers.

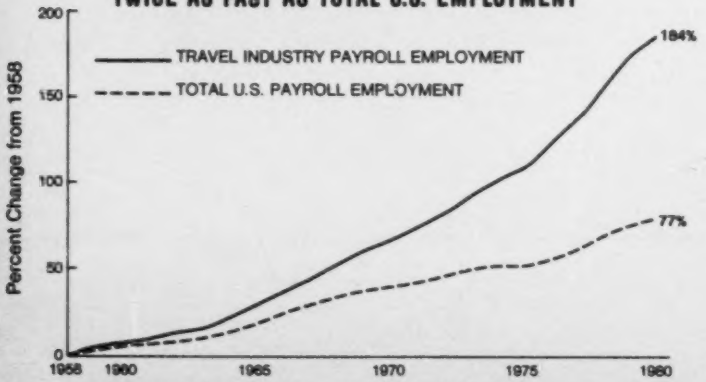
This latest Census cutback comes on the heels of its decision to cancel the National Travel Survey scheduled for 1982.

In response to the announcement, Dr. Douglas C. Frechtling, director of the U.S. Travel Data Center stated, "the loss of the monthly service industry data is a severe blow to those concerned with the growth prospects of the American economy.

"It is shocking that the government would choose to eliminate this vital program while the service industries, including travel and tourism, comprise an ever-growing sector of the American economy."

This decision may be reversed if enough users indicate their need for continuing monthly service industry data. Write Bruce K. Chapman, Director, Bureau of the Census, U.S. Department of Commerce, Washington, DC 20233. # #

TRAVEL INDUSTRY EMPLOYMENT HAS GROWN TWICE AS FAST AS TOTAL U.S. EMPLOYMENT



SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 4A.*

SENATE SUBCOMMITTEE HEARS TESTIMONY ON TOURISM

Testifying before the Senate Commerce Subcommittee on Business, Trade and Tourism, Dr. Douglas C. Frechtling deplored the cancellation of the Census Bureau's 1982 National Travel Survey and Monthly Selected Services Receipts program. Excerpts of Dr. Frechtling's testimony are reprinted below:

"I think there is a distinctive rationale for developing federal programs that encourage travel and the travel industry, and avoid discriminating against them. Tourism and the industry that serves it deserves prime consideration for its unique contributions to the economic growth and prosperity of the United States.

"First, tourism is an engine of employ-ment. The travel industry consistently outperforms the rest of the U.S. economy in creating job opportunities. [See chart on this page].

"Second, travel industry employment is counter-recessionary. Travel industry employment has increased in every one of the 23 years for which we have complete data, including the recession years of 1961 and 1975.

"Third, this is an industry of small businesses. Thus, the travel industry

(Continued on page 3)

JANUARY TRAVEL PRICES POST SHARP INCREASE

The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI) rose 0.9 percent in January, up sharply from the 0.1 percent increase registered in December.

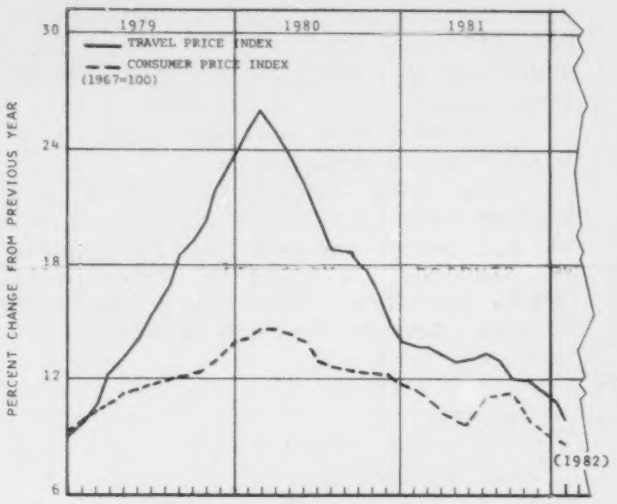
For comparison, the Consumer Price Index rose 0.4 percent on a seasonally unadjusted basis in January.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans while traveling away from home in this country, stood at 329.9 in January (1967=100).

The cost of lodging while out of town jumped 3.5 percent for the month, the largest increase among the TPI components. The cost of entertainment services rose 1.1 percent while the cost of food away from home increased 0.7 percent.

Gasoline prices fell for the tenth month in a row, declining 0.6 percent in January. Also, intercity rail fares and the cost of incidental purchases declined 0.4 percent for the month.

The TPI has increased 9.4 percent since January 1981 while the CPI has risen 8.4 percent during the same period. Intercity bus fares have increased 18.2 percent over the year to lead all TPI components. # #



TRAVEL AND CONSUMER PRICE INFLATION DECLINE CONTINUES INTO 1982

Monthly and Annual Rates of Change in the Travel Price Index and Components, January, 1982

TPI Component	Monthly Percent Change December, 1981 to January, 1982	Annual Percent Change January, 1981 to January, 1982
Transportation	-0.2	9.1
Airline Fares	0.2	13.1
Intercity Bus Fares	0.6	18.2
Intercity Train Fares	-0.4	15.1
Taxicab Fares	0.5	9.3
Gasoline	-0.6	5.4
Lodging	3.5	13.6
Food Away From Home	0.7	6.7
Entertainment Services	1.1	6.9
Incidentals	-0.4	5.3
TRAVEL PRICE INDEX	0.9	9.4
CONSUMER PRICE INDEX	0.4	8.4

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

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DATA CENTER DIRECTOR'S TESTIMONY

(continuted from page 1) contributes significantly to the freedom of economic opportunity we all enjoy.

"Fourth, it offers job opportunities for the disadvantaged. While certain groups have traditionally found it more difficult than others to find jobs in our country, the travel industry has proved itself to be a dependable source of abundant job opportunities for these groups.

"Fifth, the economic benefits of tourism are widespread".

The Data Center has found that tourism made an economic contribution to all but two of the nearly 1,400 counties we studied. Virtually every city, county and town in America finds its economy improved through serving travelers away from home.

"And last, tourism's economic benefits exceed its costs to government."

"I have outlined six major ways tourism and the travel industry contribute to the growth and vitality of the American economy. These are six reasons why tourism deserves better recognition than it has so far achieved in the shaping of federal tax, expenditure and regulatory policies."

Dr. Frechtling urged the Senate subcommittee to work to reverse recent federal decisions that cripple industry and government efforts to monitor the economic and social implications of travel in America.

The entire statement is being sent to full members of the U.S. Travel Data Center. # #

BRIEFS

Summer vacation travel forecasts will be the subject of a seminar conducted by the U.S. Travel Data Center on May 13, 1982, at the new Ramada Renaissance Hotel, Washington, D.C. Registration $50.00 advance, $60.00 after May 7. Full members, free. Contact: Manager of Communications, 202/293-1040.

# #

Due to circumstances beyond our control, January Travel Printout was mailed three weeks late. We apologize for the inconvenience to our many readers who depend upon the timely information in each issue. To avoid this situation in the future, we have engaged a new mailing service. We appreciate your patience.

# #

Travel by Americans continued to top 1980 levels in December, 1981, a pattern evident throughout most of the year. Plans for vacation travel during the next six months also remain above year-earlier levels. # #

VISITOR VOLUME AT NATIONAL PARKS

Region	December, 1981 visits[1] (thousands)	Change from November, 1981 (percent)	Change from December, 1980 (percent)	1981/80 Year-to date (percent)
New England	135.7	-65.9%	-26.1%	1.9
Eastern Gateway	229.5	-39.0	-2.2	-22.0
G. Washington County	6,320.7	-5.1	17.7	16.8
The South	5,254.0	-9.4	-10.8	1.3
Great Lakes County	98.2	-33.6	-7.3	1.9
Mountain West	452.7	-29.9	-6.3	11.7
Frontier West	940.8	-18.5	2.3	7.5
Far West	2,316.7	-22.1	7.6	7.6
The Islands	601.6	30.9	16.7	11.1
TOTAL	16,399.9	11.6%	0.3%	6.2

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service

States comprising the travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, -thern Marianas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS	December, 1981	% Change from November, 1981	% Change from December, 1980	Year-to-date % Change 1981/1980
Establishment receipts or retail sales[1]				
Amusement and recreation services	$2,670 million	-4.5	6.8	12.2
Car rental/leasing without drivers	385 million	-6.8	0.3	6.8
Eating and drinking places	7,940 million	-0.8	5.0	10.0
Hotels, motels and other lodging places	2,373 million	-1.6	8.7	11.7
Gasoline service stations	8,581 million	0.0	3.6	9.2
Commercial lodging demand				
Hotel/motel occupancy rate[2]	47.9 percent	-22.0	-3.7	-2.6
Real demand for commercial lodging[3]	$ 588.0 million	-5.0	-4.1	1.1
Airline passenger traffic[4]				
Domestic revenue passenger-miles	13.9 billion	12.4	-4.4	-7.4
International revenue passenger-miles	3.8 billion	8.8	1.7	-2.7
Bus passenger traffic[5]				
Intercity bus passenger-miles	1.8 billion	-3.7	-6.2	1.6
Highway traffic volume[6]				
Main rural road vehicle-miles	41.7 billion	-2.2	0.6	3.3
Rail passenger traffic[7]				
Amtrak passenger-miles	N/A	N/A	N/A	N/A
Travel Price Index[8]	326.8	0.2	10.6	12.9
U.S. resident travel[9]				
Total person-trips	96.5 million	-10.6	N/A	N/A
Vacation person-trips	57.7 million	-15.4	N/A	N/A
Public use of National Parks[10]				
Visits	16,400,100	-2.2	2.9	9.8
Overnight stays	379,600	-30.0	1.4	3.0
Foreign arrivals in U.S.[11]				
From overseas	772,438	12.9	-0.4	3.4
From Canada	537,417	-14.5	2.4	-4.0
U.S. citizen depar ures[12]				
To overseas	598,560	17.2	1.2	-3.0
To Canada	406,646	-3.7	-4.3	2.2
Domestic demand for motor gasoline[13]				
Barrels per day	6,670 thousand	0.5	0.6	0.2

[1]Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]All carriers regular route and charter service. Source: American Bus Association. [6]Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Service and Nettelton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

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